

TECHNIQUES FOR CONDUCTING A SURVEY USING AN ITEM SELECTION SYSTEMABSTRACT OF THE DISCLOSURE

A system for conducting a survey uses an interactive item selection system displayed on a viewing surface of a television. The system includes a database for storing the survey in an electronic format. The survey is associated a product offered by a particular entity to a user of the interactive item selection system and/or a service performed by the particular entity for the user of the interactive item selection system. The system also includes a central web server electrically connected to the database. The central web server is configured receive an electronic request for the survey from the user via a processor when the user selects a particular item of the item selection system. Specifically, the processor is electrically connected to the central web server and the television, and the particular item is associated with the survey. The processor also is located remote from the central web server. The central web server also is configured to transmit the survey to the processor after receiving the electronic request, and the processor is configured to display the survey on the viewing surface after receiving the survey. Moreover, the central web server is configured to receive an electronic response to the survey from the user of the interactive item selection system via the processor.